

Najafi 100 Million Learners Initiative and Sirius Education Announce Strategic Partnership at Web Summit Rio

Rio de Janeiro, Brazil, April 29th, 2025 – Sirius Education announces an exciting strategic partnership with Thunderbird School of Global Management at Arizona State University (ASU), officially launching the Najafi 100 Million Learners Global Initiative for the first time in Brazil. The announcement was made at Web Summit Rio, a premier global event attended by over 34,000 participants. Arnobio Morelix, CEO and co-founder of Sirius Education, presented during the summit.

Through this partnership, Sirius Education and ASU will jointly offer the Global Entrepreneurship & Innovation Bootcamp, providing Brazilian learners with essential entrepreneurial skills to thrive in the digital age. Participants successfully completing the program will earn dual certificates issued by both Arizona State University and Sirius Education. The bootcamp is set to reach 2,000 learners in Brazil throughout 2025.

Additionally, Sirius Education will integrate ASU's globally recognized certificates into its own programs, further enhancing the educational experience and global employability of Sirius graduates.

"We are deeply grateful to Sirius Education for championing this initiative and their commitment to ensuring quality education is accessible to all," said Charla Griffy-Brown, director general and dean of Thunderbird. "Through this partnership, Sirius Education is seizing a unique opportunity to help make a transformative impact on people's lives for generations to come, starting with reaching learners in their own communities. Together, we can bridge educational gaps, foster innovation, and create a brighter future for learners everywhere."

Arnobio Morelix, CEO of Sirius Education, highlighted the impact of the initiative: "This partnership marks a significant milestone for Brazilian learners and Sirius Education. By offering globally recognized certifications and embedding international standards into our curriculum, we're empowering students with critical skills necessary to thrive in the new AI-driven economy. Together with ASU, we're expanding opportunities and setting a new standard for educational excellence in Brazil."

The Najafi 100 Million Learners Global Initiative, spearheaded by Thunderbird School of Global Management, offers online educational programs designed to foster innovation and entrepreneurship worldwide. The program will be covered by full scholarships and, thus, is at no cost to learners because of the philanthropic support undergirding the initiative.

Learners interested in completing the bootcamp can visit <https://faculdadesirius.edu.br/parceria-asu-e-faculdade-sirius/> to register.

For more information, please contact:
Carlei Nunes - Head of Operations at Sirius Education
+55 48 98425-5504
carlei@sirius.education

Nicole Anderson, Executive Director of Branding and Communications | Thunderbird School of Global Management (Arizona State University)
Nicole.AlmondAnderson@thunderbird.asu.edu

About Thunderbird School of Global Management

Thunderbird School of Global Management at Arizona State University cultivates visionary leaders who harness innovation and a global digital mindset to shape the organizations of the future. Committed to transforming leadership and management education, Thunderbird empowers professionals to drive sustainable prosperity in an increasingly interconnected world. As the premier institution for global leadership and management education, Thunderbird is more than just a school—it is a dynamic global network of leaders, managers, entrepreneurs, and intrapreneurs spanning both the private and public sectors. For the third consecutive year, Thunderbird has been recognized as the world's top institution for international trade by Quacquarelli Symonds (QS), the global authority on higher education rankings, ahead of Columbia University, the University of Michigan—Ann Arbor (Ross), the University of North Carolina at Chapel Hill (Kenan-Flagler), the University of Oxford (UK), IMD (Switzerland), and Tsinghua University (China). To learn more, visit thunderbird.asu.edu.

About Sirius Education

Sirius Education is the foremost Brazilian higher education institution focused on the careers of the future.

In collaboration with top experts and institutions, Sirius launches masters and MBA programs, carefully aligned with market demands and the aspirations of professionals seeking significant career growth.

Recognized by Forbes as one of the 15 most promising startups in Latin America, and featured for three consecutive years among the top 100 edtechs on the continent by HolonIQ + QS University Rankings, Sirius is a leader for high-impact, premium online education in Latin America.